

## ABSTRACT OF THE DISCLOSURE

--The present invention relates to a label-pasting method and a label-pasting device which do not require peeling-off paper and hence enable low-cost label pasting. A label-pasting device includes (i) an adhesive applier for applying pressure-sensitive adhesive to a label-material sheet composed of only label material and fed from its roll, (ii) a die cutter for cutting out labels from the label-material sheet with pressure-sensitive adhesive, and (iii) a label paster for pasting the cut-out labels on a packing sheet. Because the label-material sheet is composed of only label material and no peeling-off paper is used, the label-pasting cost is low.--